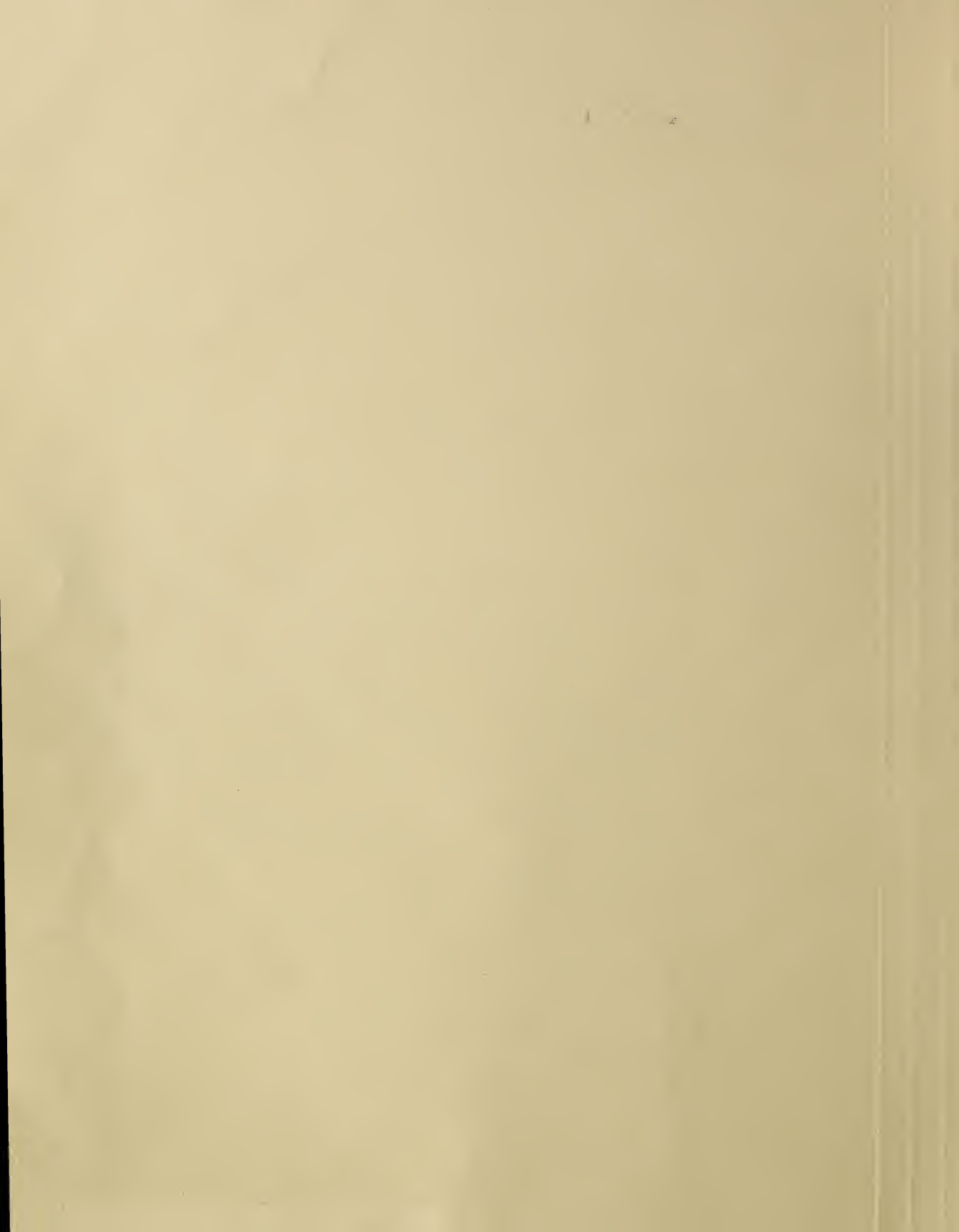


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MAY 1950

*Home Demonstration
As Seen by Women
Leaders . . . page 84*

EXTENSION SERVICE

Review



Next Month

● Another community improvement contest, this time from Haywood County, N. C., proves that this is an excellent extension teaching device.

"Take it from your brother county agent, there is real value in newspaper stories," said County Agent Bill Cockburn to his fellow North Dakota agents in the columns of the State Extension paper. "He wasn't too eager to set himself up as an example, and it took a lot of pestering to get him to cut loose with the story," writes North Dakota's assistant extension editor, Robert Rathbone. But when it was written down, it looked so good that we are making it available to a larger circle of agents in next month's issue.

● South Dakota, too, gets into this issue with an account of its traveling exhibit looking to the future, "Farming in the 1950's."

● The fourth in the series of articles on office management will be "System in the Office."

Twenty Years Ago

● In May, just 20 years ago, the first number of the *Extension Service Review* appeared on the desks of extension workers. C. W. Warburton, then Director of Extension Work, called it "a dream of 15 years become a reality." In the leading article, he went on to say he hoped "every worker in the field will come to feel a personal interest in this publication and will make every effort to contribute to its success by furnishing material of outstanding interest and value to other workers."

● On this anniversary, the editorial staff goes on record to say that the magazine's many readers and contributors have fulfilled the Director's hope. The interest and cooperation which this magazine gets from extension workers are appreciated by those of us who work on this magazine for you.

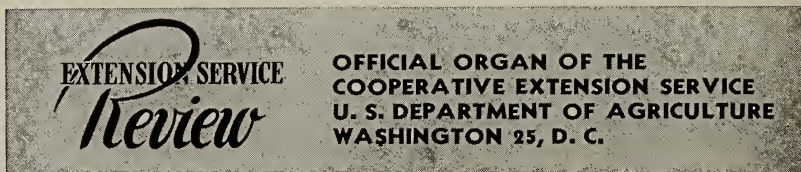
Home Demonstration Week

● The first week in May was Home Demonstration Week and again was observed across the Nation. In fact, the Voice of America carried an account of these activities around the world during that week. This issue, as a part of our Home Demonstration Week observance, is a tribute to the 3,500 or more home demonstration agents and the excellent work they are doing.

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Front Cover Page: *Maryland Home Demonstration Agent Margaret Loar, Photograph by George Ackerman.*



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NO. 5

Prepared in the Division of Extension Information

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West Virginia Farm Women See German Visitors As

“JUST LIKE US”

KENNETH R. BOORD, Assistant Extension Editor, West Virginia University

WHAT do farm women think of their visitors from other lands?

What do they learn from them? How does having these visitors as guests make our farm women feel closer to people from other countries?

Members of farm women's clubs in West Virginia who have entertained German women in their homes and in the clubs supply these answers:

While in West Virginia last spring and summer, Mrs. Hildegard Tilly and Dr. Elfrieda Steubler visited farm homes in several counties. (Mrs. Tilly is a farm woman, and Dr. Steubler is a teacher in a girls' agricultural school.)

In Mercer County, the German women were special guests of the county farm women's council at the annual International Day Meeting.

Mrs. R. W. Faulkner, Route 1, Bluefield, a past president of the West Virginia Farm Women's Council and now a member of its executive committee, recalls such comments as these by Mercer County farm folks after the visit:

“These women have suffered great hardships, yet they are not bitter but so understanding concerning the needs of others.”

“I have never before seen such eagerness to learn.”

“Hearing the two German women speak has changed the attitude of our entire club to one of friendliness to other nations,” said a club president.

And the president of the county council said: “They were not the most eloquent speakers, yet these face-to-face contacts with women of another country made our International Day program the best one we have had.”

Of Dr. Steubler, Mercer County farm women remember:

“She had such a good sense of values—putting first things first.” They



Roswitha von Ketelhodt, German student, is attending West Virginia University under a scholarship provided by West Virginia Farm Women's Clubs.

recall that while Dr. Steubler was having lunch in a rural home, the host started to serve the food, but Dr. Steubler explained: “Aren't we going to pray before we eat?”

Gratitude for Little Things

When I asked Mrs. Faulkner about her personal impression of the German visitors, she replied: “I was impressed that they were so humble and so grateful for even the smallest kindness. They have learned to expect so little, it seems.”

Then she showed me a little “thank you” note she had received from Dr. Steubler, written from West Virginia University, Morgantown. “I had given her a small gift—a pair of hose—when I took her to the bus,” Mrs. Faulkner explained.

The note read:

“I was so surprised and touched at the same time when I opened the fine little parcel! These dear words on the lovely paper made me rich—more than the greatest gift would have done! Yes, it is really a genuine

friendship which led us together, and I am so happy to feel that there is such good ‘spiritual’ connection between us. I should like to see you again. But if it is not possible, I'll remember you as a very kind friend, and perhaps we can sometimes with a few written words meet each other.

“The following weeks will be very busy—so that I fear sometimes it will be so much like all the meetings, acquaintances, and conversations. The first impressions are always the strongest. I should like to try to be as good as you always try to be in your church, in your club, and in your family!”

Interest in Equipment

Mrs. E. F. Bratton, in whose home near Princeton, Mrs. Tilly spent a week and Dr. Steubler spent 3 days, had this to say:

“They were eager to see and know about everything in the home, especially the electrical devices in the kitchen. They would say, ‘May I look into your cabinets?’ or ‘May I try to use this piece of equipment?’

“Dr. Steubler marveled at the farm machinery—such as the hay loader, tractor, wheat binder, milking machine, and other dairy equipment. She wanted to see how everything worked and what it was used for. I believe she would have liked to try them all out! She seemed anxious to learn because of a desire to help better the conditions in her own country.

“We invited a German family that lived nearby for a picnic with them. I remember they said we Americans eat ‘quality’ while they eat ‘quantity.’ To sum it all up, we liked them very much.”

(Continued on page 90)

A "SHARE THE TRIP" plan is the way New York delegates to National 4-H Club Camp pass along their experiences to the hundreds of others back home who didn't actually go along.

Of course it takes some planning ahead—well before starting for Washington, D. C. But properly prepared, each delegate can bring home a whole trunkful of camp high lights. The county 4-H Club agent and State 4-H leaders help beforehand by giving tips and suggestions on how to keep a record of the trip. Then when the delegate comes back, he's all set to tell others about camp so that they will feel just as if they've been, too.

Take the case of Anne Hill, Orange County, N. Y. Anne was a delegate in 1949. Afterward she had a wealth of anecdotes and solid information to pass along because she kept a day-by-day diary, clipped Washington newspapers, and collected all the material she could during the brief week. Since then, she's spoken to numerous groups, written newspaper stories, and spread the word in as many ways as possible. Now a sophomore at Cornell, Anne still finds that fellow students need to hear about national camp.

A travelog in color slides of national camp was made by two boys who attended in 1947, George Bull, Cortland County, and Floyd Morter, Tompkins County. With their 35-millimeter cameras they took dozens of pictures of everything from campers in conference to the Washington Monument. They have shown these pictures many times, usually including about 75 slides. Things that folks seem to enjoy seeing most are the citizenship ceremony with delegates, views of the city taken from atop Washington Monument, groups of campers from Puerto Rico and other areas, and scenes from Mount Vernon.

The New York campers have found there are three types of things people want to hear about when they come back from the national meeting. On the serious side, they want to know what major issues came up in the huddle-discussion sessions and big general conferences. Of course, human interest stories also appeal to an audience. The women want to

Everyone Goes to Camp

JOAN MILLER

Assistant in Department of Extension Teaching and Information,
Cornell University, N. Y.



New York State 4-H Club leader, Albert Hoefer, explains the fine points of setting up an exhibit on National Club Camp. Conferring with him are Anne Hill and George Bull, former delegates to the camp.

know what the Congresswomen had to say; club boys and girls want to know what other clubs are doing in their projects. Too, there's much interest in delegates from other countries—how they dress, how they feel about the future, what they like about the United States. The third interesting kind of information is a description of the sights in Washington. Pictures and slides help here.

Numerous groups around a county are interested in having the national camper speak at afternoon or evening meetings. Service clubs, women's clubs, and other adult organizations, as well as 4-H groups, like to hear about this event. They want to know what the youths of the Nation have on their minds. And after an enthusiastic report of national camp, they are likely to back 4-H work more strongly than ever.

To prepare campers for doing a good follow-up job of public relations, planning begins at the county level soon after delegates are selected. Then all the delegates meet at State

4-H headquarters at Cornell with the State 4-H leaders who are going to camp. The whole group travels together from Ithaca to Washington, so delegates are "briefed" then on their plans for covering camp.

Keeping the Record

New York delegates have found that a pencil, notebook, and their own eyes and ears are their best friends in keeping track of all that goes on. Each camper tries to set a daily time when he keeps his diary; some just jot down events as they go along. Clipping newspapers also gives delegates a wealth of useful material because the papers in Washington, D. C., give much space for stories and pictures of club camp.

Of course, seeing and hearing as much as possible is the basic rule for good coverage. Delegates try to meet and talk with campers from as many different places as possible. And some carry their own cameras to get pictures of the fellows and girls and the scenes they want to remember.

Each camper does have particular assignments he is to carry out in the week's program, so he gets special experience at camp in that way. Many make broadcasts over Washington stations or take part in recorded interviews which are sent back to stations in the State.

The Follow-Up

After camp, telling as many people as possible about it is the main objective of each one when he returns home. Usually there are interview stories and pictures in the newspapers. The 4-H'er himself writes an account for the local 4-H paper and one for the State 4-H paper, "4-Haps."

Almost before he gets his suitcase unpacked, he begins telling his story to mother and dad. Then come his talks to his 4-H Club and to other interested groups. As Anne Hill points out, people are much more interested in hearing about camp right after the trip than later on. Two popular subjects with audiences are stories about the foreign delegates and about the views of campers on world citizenship problems. To illustrate talks, the delegates often use a set of camp slides made in 1949; these are available at the State 4-H Club office.

Probably the biggest group the New York delegates speak before consists of the 500 boys and 500 girls who attend State 4-H Club Congress at Cornell in June every year. Each of the four delegates presents a particular phase he was strongly impressed with. Then they participate in the candle-lighting ceremony in which the light of 4-H is brought back from national camp.

At the State Congress in 1947, the 4-H'ers voted to make the first contribution to build a permanent headquarters for the national camp in Washington, D. C.

One other means used for telling the story around the State is through radio programs. The interviews recorded at camp are sent to various stations, and delegates appear on local programs.

Exhibits also help show national camp to numerous people. These are usually set up during National 4-H Week in March.

20th National 4-H Club Camp Opens June 14

THE 20th National 4-H Club Camp will be held in Washington, D. C., June 14 to 21, inclusive. About 190 young people and 90 or more State club leaders probably will attend, as each State and Alaska, Hawaii, and Puerto Rico may send the full quota of four 4-H Club members and two or three State club leaders for the conference.

A program has been planned to give the delegates an opportunity through observation and discussion to obtain a better understanding of the function of the National Government and a deeper realization of the responsibilities of citizenship in a representative form of government.

Nationally known speakers are scheduled; and the 4-H delegates, in their own discussion groups, will consider various phases of the year's theme, "Better living for a better world." Arrangements for the members' discussion meetings are under the direction of J. P. Schmidt, Ohio State University. E. H. Regnier, University of Illinois, is recreation leader for camp activities of this type; and D. Merrill Davis, supervisor of music, Jackson, Ohio, public schools, is in charge of musical features.

State 4-H Club Leaders' Program

The annual meeting of the State 4-H Club leaders, held in conjunction with the 4-H members' camp, has been designated by the Committee on Extension Organization and Policy of the Land-Grant College Association as the official annual State 4-H leaders' conference, and those attending will hold daily sessions. The extension subcommittee on 4-H Club work, appointed to make recommendations to the association committee on policy matters affecting 4-H Club work, will meet with the State leaders during the week.

Committees that were appointed previously for consideration of special

problems will make a preliminary report to the conference for discussion and will then submit their final version to the subcommittee for action. Reporting at this year's conference will be the committees on 4-H recreation, on 4-H health, and on national 4-H events.

Newer concepts of the factors involved in the development of youth, the methods of conducting 4-H work which would make the maximum desirable contribution to this development, and other topics bearing on problems arising in 4-H Club work are on the leaders' program.

Leaders from two States in each of the four extension regions will discuss the one best job done last year.

The first International Conference of Rural Youth Leaders will meet in conjunction with the camp. Representatives of youth organizations and Government officials concerned with youth activities in the countries co-operating in the Economic Cooperation Administration program have been invited. They will hold some meetings with the State 4-H Club leaders and participate in other programs arranged for them during the camp.

● GEORGE PARSONS, extension dairy specialist in Michigan, recently left for Europe on a 6-month assignment for the Economic Cooperation Administration in Germany. As an ECA consultant to the minister of agriculture of the Federal Republic of Germany, Mr. Parsons will be concerned with the development of an artificial breeding program for German dairy herds. Stanley Brownell, extension dairyman of the New York Extension staff, will work with Parsons in this project. Their services were requested by German agricultural officials.

A Helping Hand for the Consumer

RUTH P. TIPPETTS, Consumer Education Specialist, Utah

THE PROGRAM of consumer education in Utah has been based on the idea that all consumers are important forces in our economic and social society; that everyone, regardless of age, is a consumer; and that producers on the farm, in commerce, and in industry furnish their goods and services to the consumer.

To this end, the consumer-education specialists have attempted to reach every family in Utah with trimonthly radio shorts, news articles, and food-fact sheets. These have covered surpluses, good buys, food values, and some recipes. They have been mailed to county extension agents who have localized and used the information in talks, news, and group meetings.

Two State newspapers (The Salt Lake Tribune and Deseret News) and two farm papers (The Utah Farmer and the Farm Bureau News) have aided in disseminating useful information. Emphasis through this medium has been placed on surpluses, their storage, preparation, and preservation, with tested recipes for use.

Radio Station Cooperates

The farm editor of the largest State radio station (KSL) has cooperated and provided time at 6.30 a. m. and at noon for 15-minute talks. Marketing information has been given over this time by the consumer specialists with resident staff members, the editor, housewives, and members of the college consumer-education class cooperating on different programs.

During the Adult Leadership Conference (January 10-13, 1950) one section was given to consumer education with me in charge. Myrtle D. Peterson assisted with planning assignments and the discussion of advertising. Assignments were made by letter previous to the conference, and 15 leaders and 13 home demonstration agents participated. Discussions were

lively, practical, humorous, and geared to factual information and experiences. There was much "food for thought."

Realizing the need for cooperation between consumer and business interests, three local food dealers were invited to discuss the buying habits of consumers as seen by the merchant. Local leaders presented the consumer angle. The merchants appreciated the opportunity for first-hand exchange, and the stage was set for a similar program in each county and with local groups.

In cooperation with the Utah Department of Agriculture, we inaugurated a campaign with apples, due to the surplus. State meetings sponsored and publicized by the Salt Lake Chamber of Commerce were held. The State Extension Service, apple growers association, wholesalers, retailers, State department of agriculture, consumer education specialists, and others shared responsibility for "Eat More Utah Apples." Posters, handbills, and colored enclosures for apple baskets were financed and distributed by the chamber of commerce. They employed an advertising chairman. Baskets of apples were distributed at every civic club dinner in Salt Lake City during the week.

The consumer education specialists cooperated by writing articles for local and State newspapers, presented radio programs, and cooperated with the home economics department of the college through Dean E. O. Greaves in collecting, testing, and publishing apple recipes.

Pictures for these news articles were taken by the extension editor during laboratory tests.

The turkey program proved equally important and began with a cooperative turkey show at the State fair grounds. The poultry department helped with this show. The home economics department participated in preparing cooked turkey for pictures

that were taken for news articles. Nine girls from this group took part on radio talks which were written to encourage the sale of turkeys.

At the request of the Farm Bureau, Relief Society, and home demonstration groups, demonstrations were presented in Utah County where consumer education work is being intensified at the present time. These demonstrations pointed out characteristics to look for when buying a turkey, what was available on the market as to turkey parts, halves and quarters, and large and small birds. During the demonstration the poultry specialist drew and dressed a turkey. The nutrition specialist stuffed a half turkey and prepared it for the oven. A half turkey had previously been prepared for serving, and small amounts were served to each one attending the demonstration.

Meat-Cutting Demonstration

The success of the turkey demonstration resulted in a request for a meat-cutting demonstration which was entitled "What Cut of Meat Should I Buy?" This demonstration was presented with the cooperation of a local meat dealer. This dealer obtained the services of a butcher teacher who was well qualified to present such a demonstration.

Frank Farr, the butcher teacher, is employed by a chain store which operates in seven States—Oregon, Washington, Nevada, Idaho, Utah, Arizona, and Wyoming. Mr. Farr did an excellent job of cutting up half a carcass of beef, explaining as he worked, the cuts, the grade, and the method of cooking. He also explained price comparison with other cuts of beef and comparable cuts on other types of meat such as veal, lamb, or pork.

Questions and comments from the group gave evidence of interest and

(Continued on page 90)

Bridging the Distance

Between Moro and American Women

"I AM a Moro." This statement of mine has the effect of an atomic bomb to my new American friends. "I can hardly believe it," they say. So I open up like a flower to the sunshine and explain to them who the Moros are.

We are painted as savage and ruthless people. We are said to be hot-blooded and easily provoked to fight, and to be feared by the Christian Filipinos because of the long feuds we have had through the years.

But times have changed! Looking back in the pages of history, the Moros were not the only savage and ruthless people. If we fought against the Spanish and even the Americans, do we not deserve some admiration for fighting for what we had? Did we not have our own religion and culture which we believed worth preserving?

But that was all long ago. The impact of western civilization has reached the Moros as in other parts of the Orient. The American movies, schools, literature, radios, commerce, and trade have reached us. The war and its after effects accelerated the changes. The Moro people are making great strides in the westernizing of their lives.

The great immigration of Christian Filipino settlers to Mindanao and their intermarriage with Moros is another factor in our development.

Perhaps 100 years from now there will be only a handful of genuine Moros. But now and between that stage, when men can look into each other's eyes and say truly "Peace on earth and good will to men" many things can happen. It is to this time of adjustment that I am dedicating my life.

I want to tell American women about Moro families and the homes in which they live. Because I cannot personally see and talk to many people I have prepared the story of a typical

Bai Plang in her native costume. She is a princess of the Moros, Philippine Islands. When the American Governor asked the native rulers to send their sons down to the city to be educated, she went, taking 100 Moro girls with her. After graduating in Manila she received the American Association of University Women scholarship to study here for 1 year. During the latter part of the year she came into contact with the Kentucky Extension Service and was thrilled with its possibilities for her people. Because of her enthusiasm and persistence, she was granted a 3-month scholarship by the Government to study extension methods in Texas, where she now is.

day in the life of a rural Moro family for those home-demonstration clubs which are studying the lives of families in other lands. I will also tell the Moro women about your homes when I return to my native land in August. They, too, will be interested to hear a first-hand account of how you live and how you take care of your families.

I am but one of a hundred educated Moro boys and girls who are fired with the same enthusiasm to be useful to their country. Now is the time for action. I am trying my best to bridge the distance between my people—the Moros—and the Christian Filipinos who are my friends and the American people who are my benefactors.

If Moro girls are given an opportunity to be useful, they can make valuable contributions, not only to our people but to our country, and even to the world.

Swimming against tides of opinions and breaking old traditions and customs had been my lot. One has to suffer privations and untold miseries before one can truly feel and suffer the sorrows of others. One must be born and live among people to appreciate them as people with hearts to feel, minds to think, and a



soul to love God. Human beings are all alike everywhere regardless of color or creed. Although I was born to rule, yet I am no better than the daughter of an honest servant. One word of kindness, a gesture of friendship, a friendly smile goes far beyond material goods given to anyone, and it is something all have to give.

Living among Christians ever since I was 7 years old and working and studying among them, I feel like one of them and often feel a part of their families. Thus feeling a part of both groups perhaps I can cement better relations and understanding among them, the feeling that we are all one people imbued with the same common interests and working for the same common good. Such big dreams for a girl! But with the guidance and inspiration of my American friends and the great expectations of my people I can but pray daily: "May Allah give me good health and a never-waning interest to give more of myself."—*Bai Plang*.

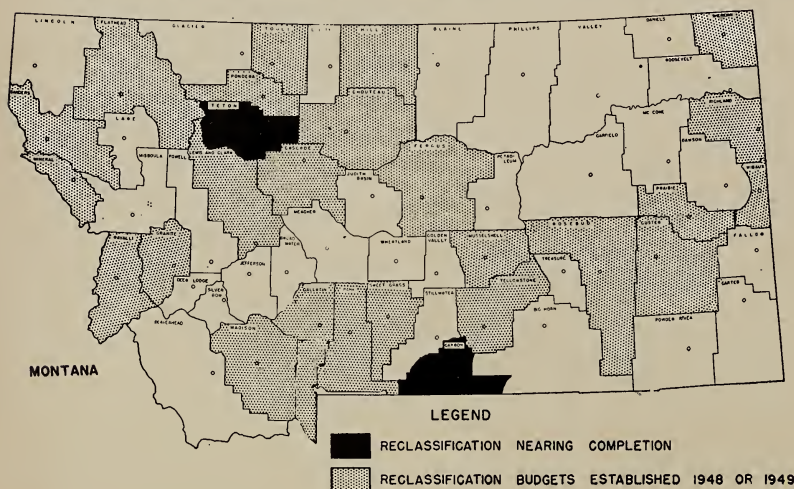
● The St. Francisville Democrat, St. Francisville, La., recently cited the name of every man, woman, and child who contributed to the parish fair. High on the list was **ABOU BEN ADHEM**, better known as **C. L. FLOWERS**, county agent in West Feliciana's Parish. County Agent Flowers took the lead in promoting the fair, which proved a very successful one.

Getting at the Facts in Land Reclassification



Portage Agricultural Planning Committee classifying a sample township in Cascade County, using soils map, background, and aerial pictures, foreground. Standing (left to right): William Engstrom, in charge of classification work, and Theodore Fosse, county agent. Al Evans, Harold Shane, chairman, both of Great Falls; and Tom Dailey and William Neumyer, of Flowerree are seated.

MAP OF MONTANA SHOWING STATUS OF
AGRICULTURAL LAND RECLASSIFICATION WORK IN 1948 AND 1949



BECAUSE the early classification of land in Montana was inequitable, there were heavy tax delinquencies and foreclosures. A program is now well under way to get all land reclassified according to its long-time productive ability.

Most of the land was classified between 1919 and 1923 under a State law of 1919. Because of the inequitable classification, Montana had 4,500,000 acres that were tax delinquent for five or more years, 12,000,000 acres delinquent from 1 to 4 years, and 4,500,000 acres taken by counties by foreclosure. This totals 40 percent of

the taxable land. Recent high prices and high yields have brought most of this land back onto the tax rolls, but many of the basic problems still must be corrected.

The rest of the story is that good land, livestock, machinery, personal property, utilities, and city and town property had to bear a heavier tax burden. Nonpayment of taxes disrupted schools and other facilities of communities. Foreclosures caused many families to lose their farms and homes.

In the present reclassification program all land adapted to the same use

and of equal productivity is being placed in the same classification. As the reclassification work is uniform, all land placed in grade 1 tillable irrigated land, for instance, will be of equal productivity value in every county where this grade of land is found.

H. R. Stucky, extension economist, is in charge of the educational program.

The reasons why land should be reclassified and how it can be done equitably by using all available information and services, including the experience of farmers, have been compiled. This material is in *Procedures for Land Classification*, a Montana Agricultural Experiment Station bulletin, and in *Land Classification for Tax Purposes*, a Montana Extension Service publication.

The farmer who lives on the land, his neighbors, the county, and the State all take part in the reclassification work.

The State of Montana is represented by the State Board of Equalization which is directed by law to prescribe forms and records. Otto F. Wagnild, who has been working on land classification in Montana since 1927, is the field representative of the board of equalization.

The procedure used to start the program is as follows:

Stucky or Harold G. Halcrow, economist for the Montana Agricultural Experiment Station, and Leonard Giesecker, soils specialist for the Montana Agricultural Experiment Station, meet with the county commissioners, county agent, and farm groups in each county planning to reclassify their land.

A county-wide meeting is then held, called by the county agent at the request of the county commissioners. The county planning board, officers of farm organizations, members of the city council (buildings will be classified as well as the land), Mr. Wagnild,

and farmers and ranchers are invited. The chairman of the county commissioners presides.

The reclassification program is explained fully at this first county meeting. The county agent explains how the planning committee was organized and the assistance the committee can give the county commissioners in the reclassification work. Gieseker, who is in charge of soil survey work in Montana, explains the soil survey for the county and how the classifications in the survey fit into the reclassification program. Stucky explains how the reclassification work can be done on the same basis in all counties so the results will be uniform.

The county commissioners decide whether the reclassification work will be done. If they decide to do it, they are empowered to finance the work through a millage levy. They also select one man to direct the classification work.

The next step is selecting three to six representative townships in the county. The reclassification procedure is worked out in these townships.

At each of the sample township meetings a wealth of material is provided—base maps showing the legal description; aerial pictures; yield records given by farmers and soil survey information. Stucky, the county agent, and a Soil Conservation Service representative provide additional information.

With all this information at hand and understood, the next step is classifying the townships by tracts of 40 acres or less, according to the uniform system that will be used in all counties.

This uniform system is as follows for nonirrigated farm land:

Grade:	<i>Bushels of wheat per acre on summer fallow</i>
1A-----	24 and over
1B-----	22-23
2A-----	20-21
2B-----	18-19
2C-----	16-17
3A-----	14-15
3B-----	12-13
4A-----	10-11
4B-----	8-9
5-----	Under 8

Under the uniform system there are three other classes of land which will

be graded. Tillable irrigated land is divided into eight grades, mixed or wild hay land into five and grazing land into eight.

When the 40-acre tracts have all been classified in each of the three to six representative townships, a second county-wide meeting is held. The planning committees from the various communities, the county commissioners, specialists from the Montana Agricultural Experiment Station and the Montana Extension Service attend, along with farmers and ranchers.

This group goes over the reclassi-

fication done for the sample townships to be certain that land of equal productivity is all in the same class in all townships. At this stage of the program soils and the classification are checked in the field. This checking by technicians, the farmers and ranchers, and the county men in charge of the work insures that the classifications are in line with yields.

Following this second county-wide meeting, reclassification is done by the people in all townships or communities with the assistance of the man in charge of the reclassification work for the county.

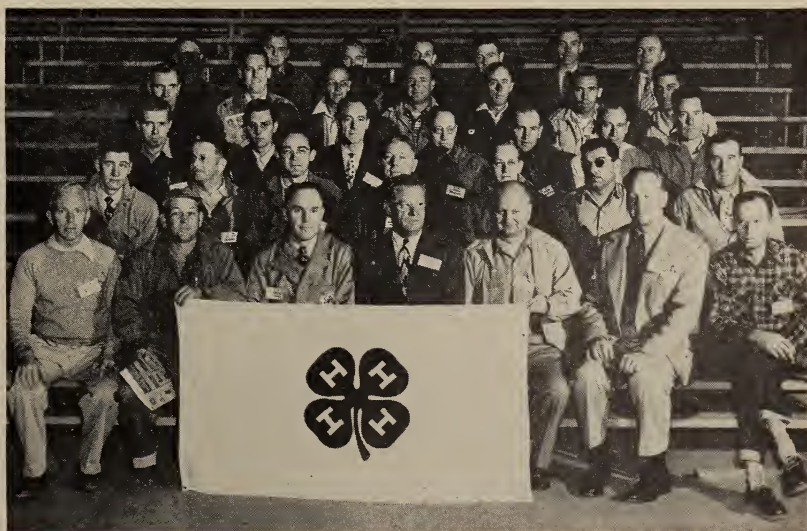
California Trains 4-H Leaders

THE 4-H TRACTOR maintenance group at Red Bluff was one of six training meetings held in California during December and January.

Ninety-six volunteer leaders and 42 farm advisers were trained to conduct the 4-H project of tractor maintenance. The training included technical information concerning the care, maintenance, and use of tractors. Instruction was also given in the techniques and principles of doing effective 4-H Club work. Emphasis was given to demonstration work. The demonstrations covered certain operations and details of tractor lubri-

cation, checking the ignition, cleaning air cleaners, and safety practices. Instruction was given in organizing and conducting a meeting. Trained leaders showed skillfully how to put on demonstrations. Service engineers, local dealers, and oil companies aided Mr. Parks and the 4-H people in conducting the training meetings.

This is the first year that California has had the tractor maintenance project. In fact, it is the first year that the project has been in operation in the far western States of Arizona, California, Washington, Oregon, and Idaho.



Hoosier Extension Workers Like Visual Aids

FRED I. JONES, Assistant Extension Editor, Purdue University

FIFTY-ONE county offices and 11 staff departments participated in the highly successful visual aids contest held in connection with the annual Indiana Extension Workers' Conference at Purdue University in December. Featuring visual teaching aids employed in extension educational activities, the contest was arranged to acquaint county personnel and staff specialists with the full possibilities in this field through a study of what other workers are doing.

Included in the 62 displays were illustrated circular letters announcing meetings and field days, charts, graphs, maps, pamphlets, colored slides, posters, film strips, movie films, cartoons, newspaper stories, photographs of extension projects and "how to do it" subjects, and scrapbooks of newspaper clippings showing local publicity for extension-sponsored work. Samples of clothing; textile stencils; models of poultry houses, milking parlors, barn lots, and other farm installations; actual pieces of farm equipment and machinery; samples of corn and other crops; and insect collections were also exhibited.

The Purdue chapter of Epsilon Sigma Phi, honorary extension fraternity, and a local photography firm cooperated with the visual aids committee in sponsorship of the contest by providing \$50 each to be awarded as prizes.

County winners were Elkhart, first; Union, second; Rush, third; Henry, fourth; Brown, fifth; and Greene, sixth. Agricultural engineering won the sweepstakes award in the departmental division, followed by poultry, home economics extension, and animal husbandry, in that order. Honorable mention ribbons were presented to other good exhibits in each division.

Prof. Glen E. Lehker, extension entomologist, was chairman of the contest committee, and Miss Ruth Hutcheson, home management specialist, handled the entries. Judges were John Schwab, former extension swine specialist; Mrs. Cecil Lawson, Greensburg, farm homemaker, Farmers' Institute speaker, and former home demonstration agent; and Vern Breitwieser, commercial photographer.

The displays filled nearly half of the large ballroom of the Purdue Memorial Union Building used for general conference sessions. In the winning Elkhart County exhibit were 35-millimeter colored slides, 4-H Club booklets, dairy envelope stuffers, 4-H clothing samples, photographs of county activities, a large number of illustrated circular letters announcing meetings, a chair caning display, posters, and Dairy Herd Improvement Association news letters. The agricultural engineering exhibit included posters and photographs on mow hay and wagon hay curing, 35-millimeter slides on various subjects, and models of a rectangular duct system for hay drying, a home-made bale loader, milking parlors, overhead fuel storage tanks, farm ponds, and a concrete flume headwall.

To emphasize the importance of visual aids in modern extension work, one afternoon session of the 4-day conference was devoted to a forum on the subject. Staff specialists discussed "How to Get the Pictures You Want," "Reports Revised," "Charts the Easy Way," and "Essentials of a Good Exhibit." The manager of the local photography firm which cooperated in the contest, Mr. Breitwieser, gave pointers on "Care and Use of Camera Equipment." He also furnished an exhibit of cameras, projectors, sound recorders, screens, and other photographic equipment, which proved very popular with visiting county workers.



The prize winning display put up by the agents in Elkhart County showed a variety of visual aids.

Channels of Communication Used in Telling the Conservation Story

DR. W. H. STACY, Extension Sociologist, Iowa

ARE WE effectively using "community machinery" and all the channels of group interest in reaching people? During 1949 an effort was made to answer this question for the extension soil conservation program in Monona County, Iowa.

One of the first conclusions of many extension studies is that the rate of acceptance is greater when the extension "customer" receives a new idea from a number of "exposures." Other researches have emphasized the importance of reaching people through "natural" channels or groups in which the people function.

This is the story of the "group channels" through which County Agent W. Hal Speer and Assistant Agent Kyle R. Peterson, Jr., operate in doing an educational job on soil conservation in Monona County. Everyone is enlisted for the job.

Coordinate the Work

Members of the county extension service staff and key leaders work together for conservation. The county over-all extension program planning committee and its subcommittee on soils meet and plan to stimulate and coordinate the work. The 175 neighborhood extension cooperators, geographically distributed, also work on conservation. They promote attendance at meetings, and compile mailing lists.

The assistant county agent is secretary of the Monona County Soil Conservation District, a major channel of communication. This group gives general leadership to over-all conservation programs especially pertaining to the work of the SCS, and they establish relationships with county government and other bodies.

The county agents meet with the county PMA committee members when they decide on the conservation

practices to be encouraged and included in the PMA program.

The county government approves and stimulates conservation through its annual appropriations of money for operating the extension program. The county board of supervisors also cooperates by developing specific phases of the program—particularly where road construction has a bearing on soil conservation, for example, in designing their road drainage channels. The supervisors have also voted to levy a $\frac{1}{4}$ -mill property tax for the maintenance of soil conservation structures on highways in the area known as the Little Sioux Watershed.

The school channel is used in 4 ways to advance the Monona County extension soil conservation program. The county superintendent and the county board of education have developed lesson teaching units on soil and conservation for the school science courses. This is part of a rotating 3-year study plan which is used in all 30 rural schools of the county. It is also available to town schools on an optional basis. Soil conservation talks were made last year by the assistant county agent in 6 schools. One school started the idea of an annual observation trip on land and conservation. Visual aids on conservation supplied by the county extension office have also been used by several schools.

At High Schools

The county extension agents also work with the vocational agriculture classes which operate in three of the high schools in the county. The agents help in planning their programs, supplying teaching materials, and conducting demonstrational meetings. They met with the vo-ag instructors in September to coordinate extension and evening school

programs, and to line up the desired specialist help for these sessions. Extension workers also participated in panel discussions on "Grass and Agriculture for this Area" and in the other adult class meetings sponsored by the vo-ag teachers.

Instructors of the GI classes—8 with 175 farm boys enrolled—confer with the county extension agents in outlining the GI programs and obtaining teaching materials. In the sections of the county where soil erosion is most severe, conservation work has received special attention in the GI classes, and they have participated in conservation demonstration meetings.

Churches Give Aid

Church leaders in Monona County have shown a keen and consistent interest in soil conservation. They have called on the county extension agents or others for special addresses on "Harvest Home Sunday" and for talks on conservation at other occasions. On the other hand, the extension agents have asked the ministers to aid them in extension meetings by adding perspective and spiritual motivation for land stewardship and also in their regular church sermons.

Family programs dealing with farmstead improvement have been related to soil conservation. This work has been sponsored by the farm women's committees of the farm bureau in cooperation with the extension program planning committees. All of this works out when conservation is made a central theme and applied all down the line in program building and execution.

Leading the supporting organizations is the Monona County Farm Bureau which frequently discusses soil

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Women Pool Ideas

HOME DEMONSTRATION WEEK has been a tribute to those of us who are home demonstration club members. To others, we hope that it has been an enlightenment as to what can be accomplished through this work. Some of the most obvious effects of this program on farm women are developing leadership, improving the skills of homemaking, attaining a higher standard of living through better health facilities and nutritional knowledge, studying family life problems, working toward better cultural advantages in the home, and lastly, inspiring ideals for doing bigger and better things by pooling ideas as the women meet in groups.

Home demonstration work is voluntary on the part of each individual woman. There is no gauge for the benefits that come from this adult educational program. One of the



Mrs. Malcolm Byrnes



Mrs. Ruth H. Mitchell

Women's Organizations Give U On HOME DEMONSTRATION

quotable quotes in Reader's Digest was: "Educate a man and you educate an individual; educate a woman and you educate a family." This is an ever-enlarging field. This group has grown not only in number but also in thinking, as is shown by the interest in national and international affairs. We know not what the future holds, but we can feel assurance in the quality of rural America.—Mrs. Malcolm Byrnes, president, National Home Demonstration Council.

Expanding Higher Values of Rural Life

Home economics in the Grange is the science of better living and includes more than the necessities of life—food, clothing, and shelter. It has to do with all phases of our home life, including our family relationships and our social, educational, and moral responsibilities to society.

The Home Economics Committee is the leader of the women's work, and its program is designed to prepare Grange women to meet any emergency and to perpetuate those activities and services which contribute to community welfare and help to yield a more serviceable and worth-while Grange by expanding the higher values of rural life.

We seek to promote the welfare and interest of the farm home, the rural community, and the Grange through well-balanced programs. Often during the year the Grange invites the home demonstration and extension leaders to participate in our program. We appreciate the fine cooperation we receive, as well as the valuable information which is imparted to the public in general. Opportunity is given for a generous supply of literature if only used.

Much practical information is gained by the members of home dem-

onstration clubs—if only more of the younger age group of women could participate. We in the Grange realize the same problem, probably primarily due to the very small children in the home, making it difficult for them to attend. We believe there is a need for more cultural training and home management. Realizing our needs and earnestly striving to improve these aims by working together, we surely will have a better rural America.—Mrs. Ruth H. Mitchell, chairman, National Grange Home Economics Committee.

Participation in International Affairs

Home demonstration work has played an important part in preparing rural women for their participation in international affairs. Local, county, State, and national work has successively and progressively broadened their thinking and developed their capabilities until their entrance into the international field seemed the next logical step. The rural woman, formerly isolated on her farm, has come a long way to where she can carry on successful projects in her State and Nation and take part in international councils where her voice is listened to with respect. Modern inventions and global conditions have brought the peoples of the world into close association; and all teaching in the future, if it is to be adequate, must be set within an international framework.—Mrs. Spencer Ewing, chairman, Country Women's Council, U. S. A., Associated Country Women of the World.

Widening Horizon of Community and World Responsibility

Looking back over 30 years of active participation in the extension program gives one some perspective on

s Their Views ON WORK

the remarkable progress that has been made and the great service rendered in home demonstration work both by and for farm women.

There is tangible evidence of it in the "new look" in farm kitchens, in the changing diet pattern of the farm dinner table, in the farm homemaker's "new ways of doing things," in the contoured fields and the neat homesteads.

It is more difficult to assess the intangible contributions of the program—but they are nonetheless real. The new sense of confidence, the feeling that progress is being made, the new attitudes toward science and education, the widening horizon of community and world responsibility—these things that are a part of the spirit of people have made a fundamental contribution to farm family living and its adaptation to a rapidly changing world.

The real strength of the Extension Service lies in its program to encourage local leadership to "help people help themselves," to guide but not to decide. The thousands of rural women in the United States who have accepted the responsibility for leadership in the home demonstration program are its bulwark. Planning the work and making the decisions for a county home demonstration program, presiding at a club meeting, helping with a community canning club may not seem very world shaking in its results, but it is the stuff of which democracy is made.

What challenges the next half century may bring to the home demonstration program one may only prophesy in part, but one thing seems certain. There must be an increasing preparation and acceptance by homemakers of their citizenship responsibilities, both nationally and internationally.

Home demonstration club members

have already made a real contribution to international understanding through their support of and interest in the international organization of rural women, the Associated Country Women of the World.

The proposals to initiate advisory services for farm people in many parts of the world under the technical assistance program, to improve the standards of living for the two-thirds of the world's people who are rural, to raise the status of the world's rural homemaker to a place of dignity and respect should challenge the best thinking and the most cooperative effort on the part of all of us. The opportunities of the next half century are unlimited, the responsibilities great. I have implicit faith that the rural women of America will not be found wanting in measuring up to their task.—*Mrs. Raymond Sayre, president, the Associated Women of the American Farm Bureau Federation, and president of the Associated Country Women of the World.*

Community Leaders

Teaching women better skills and techniques of homemaking and teaching them to learn to do and think for themselves are two of the important aims of the home demonstration program. The teaching of skills has meant much to women, both rural and urban, since home demonstration work first started in the early years of the century. By learning better homemaking methods through extension work, women have developed confidence in their ability and a better understanding of others and how to work with them. They have also become leaders in their communities.

Learning to think and do for themselves is an equally important part of learning through home demonstration work. The results of this are less tangible but equally important in developing better homes and communities. Future teaching in home demonstration work will need to emphasize particularly this type of learning. Home demonstration agents will need to help women with such programs as better citizenship; knowing local problems and needs and assisting with them; discussion meetings on such topics as national housing, health, and agricultural programs and their effect on

producer and consumer. International affairs and their effect on communities and families are in a field with which homemakers should become familiar.

Although the home demonstration agent needs to consider emphasis in the future on such programs as those mentioned above, she must also continue to work on the teaching of better homemaking, which develops homemakers into better members of the community.

The need for increased knowledge, ability, and understanding is a challenge to home demonstration agents and to everyone interested in the home demonstration program. As agents, we shall do our best to meet this challenge and to help women become better-informed citizens.—*Mrs. Mary S. Switzer, president, National Home Demonstration Agents' Association.*



Mrs. Raymond Sayre



Mrs. Mary S. Switzer

Does Sabbatical Leave Pay Off?

BEATRICE FRANGQUIST

Home Demonstration Agent, Lenawee County, Mich.

AS I FINISH my second semester at Teachers College, Columbia University, on sabbatic leave, I find that the experience of further study has had some definite values for me and also for some of the other home demonstration agents with whom I have discussed the question.

At the top of the list I would place my better understanding of the people of the world. Here on the Teachers College campus are more than 72 different nationalities represented. We actually rub elbows with and get to know many of these personally. They are our friends. They are serious folks with definite problems for which they seek answers in America. They are not hesitant about pointing out what to them are some of our shortcomings. I have learned what some of these people think of us—both good and bad.

It was interesting to attend a meeting of the Teachers College International Club and find that after the business part of the meeting these

students from other lands (we do not call them “foreign students”) enjoyed the folk dances as much as any of our 4-H Club members do. So people are the same the world over.

Living in the city of New York has certainly been equal to a second year of graduate study. For a steady diet, no, but for 9 months, yes. Visiting the United Nations; attending lectures, concerts, operas, and plays; taking field trips to places of business and various types of civil courts (places which my role of student opened up for me); seeing and hearing people we’ve read about in the papers—General Eisenhower, the philosopher John Dewey, Admiral Nimitz, Eleanor Roosevelt, and many others have helped to give me better understanding of world affairs.

Another value is the opportunity to get away from my work and try to evaluate what I have been doing. It is so easy to get into a rut and to think that what we are doing is right and the only way! My class in rural so-

ciology with Dr. E. deS. Brunner has been wonderful in giving me a much broader understanding of my work.

We agents are so often on the “giving” end—giving information and advice in the fields of agriculture and home economics. It has done me good to be on the receiving end for a while.

Going to school again has also made me realize what excellent in-service training we extension agents on the county level are receiving from our State extension staff.

To check the values of taking sabbatical leave for advanced study I talked it over with some of the other home demonstration agents. Gussie Smith of Robertson County, Tenn., had this to say:

“Farm women are better educated than they were a few years ago. This gives them a wider scope of interest. Better highways and cars bring the town and country so close together that the country woman is now as interested in being well informed as her town neighbor. Many of these women will never have a chance to go to school, so they use the eyes and ears of the home demonstration agent to see and hear about the new places. They would rather hear the home agent tell of her experiences while in school than to read about the school from a book. Since returning to work this part of advanced study was more vividly brought to my mind than before. (Gussie attended Teachers College during the winter session, 1949.) Then, too, a sabbatical leave keeps the home agent from getting into a rut. While in school she has to change her regular pattern of life and adjust to that of someone else. This I feel is very helpful. As the life of a home agent is that of constantly giving information, she needs to be alert at all times and collect the latest information for the women with whom she works. There is no better way than a leave of absence for advanced study.”

And now from Rachel Merritt, Suffolk County, N. Y.—

“To become a student of adult education as an adult after some years of effort spent working with adults was a challenging experience. As several classes were limited in size, it

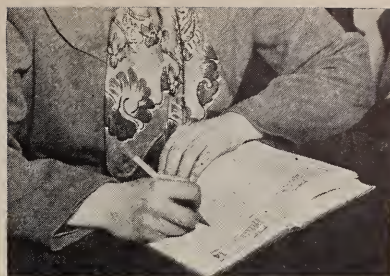


Visiting the United Nations is a moving experience for the student in New York.

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The Office Conference

This, the third article in a series on the county extension office, is by Dorothy Morehouse, home demonstration agent in Allen County, Ind. The next, dealing with system in the office, will appear next month.



"TALKING it over together" describes the weekly office conference of the Allen County, Ind., extension staff. The past decade has marked many changes in the Extension Service here at Fort Wayne as it has in all extension offices. The original personnel has expanded from a county agent and a secretary to include today also a home demonstration agent, assistant county agent, assistant home agent, and assistant secretary.

The county program has grown in a corresponding manner. Relatively unchanged, however, is the attitude of the farm families. They still insist that the extension representatives know their personal problems and what is going on in the county in an extension way. The home economics club presidents still like to feel that the county agent knows that they are having an achievement-day program, even to the extent of the price of the luncheon ticket; and the farmers fully expect the home agent to know all about the dairy caravan that is coming up.

To keep one another informed certainly heads the list of reasons for holding an office conference, and this weekly "talk it over" session pays big dividends. We all know where we fit into the over-all set-up. Here in Allen County we have two kinds of office conferences—one, the regularly scheduled weekly line-up when all the agents and both secretaries meet, and the other, an informal, unscheduled get-together when the occasion demands it. To be able to hold this type of conference is an advantage that a staff of six has over a larger office force.

"What's on the schedule this week?" opens the regular Monday morning conference. Then, "What comes first?" Once the organization



The weekly Monday morning conference of the county extension staff at Fort Wayne, Ind. Left to right, they are: Miss Ruth Smith, assistant home demonstration agent; Miss Dorothy Morehouse, home demonstration agent; Miss Marjorie Blessing, assistant secretary; John Davis, assistant county agent; Chester V. Kimmell, county agent; and Miss Jean Shierling, secretary.

of work is outlined, priority is established for circular letters and projects. Finding an answer to the question, "When can we find a night for a county meeting (which all agents must attend)?" often necessitates juggling with the individual calendars, and forms a basis for the give and take that is essential for a smoothly running office. The questions, "What are your problems?" and "Where can each agent help?" make every member from the county agent to the assistant secretary realize that the extension program is one program, in which definite responsibilities are delegated to each.

We also find that many a rough situation can best be solved by an understanding of the entire staff. Often one agent not involved in a problem can drop a few words in the

right spot at the right time to help another agent if he has the background information. Thus, this "talk it over" conference not only smooths the path but is the foundation for good public relations. To us, good public relations are among the most important vehicles for carrying our program forward. This job takes the cooperation of every staff member so that we may put into practice the same principle we feel so necessary to good farm and home management—the family's planning together. Surely, the office conference is comparable to the family council.

No conference would be complete without progress reports. We have learned that all members of our staff advance when any individual does, so progress in any field is gratifying to all.

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Negro Home Demonstration Agents Doing Remarkable Job

SHERMAN BRISCOE

Information Specialist, U. S. Department of Agriculture

ALTHOUGH most colored farm people still live in substandard housing, home demonstration agents of the State Extension Services are doing a remarkable job of helping rural families to improve their homes.

Sometimes the home improvements start with demonstrations in the construction of home-made kitchen cabinets, frequently with 4-H Club sewing projects, and often with the arrival of electric power.

One driving through the rural South is impressed by the substandard houses that fringe the highways. In some States, one may drive for miles and see fewer than a dozen Negro farmhouses with window sashes. For the occupants of these dwellings it is as though glass had never been invented. Wooden doors hang at square openings on the sides of these shabby houses, doors that shut out the light and air when they are closed. However, cracks in the houses provide more than ample ventilation.

In some of these unpainted shacks that are largely tenant-occupied one sees little children, poorly clad, standing in the open doors. Frequently one sees curtains hanging at the doors to keep out the stares of passers-by, but there are no screens to keep out flies and mosquitoes.

The preponderance of such dwellings is likely to overshadow the fact that many Negro farm owners live in modern homes along the little-traveled back roads. Also, as shabby as some of the tenant homes look on the outside, you'd be surprised by the tidiness on the inside—home-made rugs on the floors, bedspreads and curtains made out of feed sacks, gleaming white kitchen stoves and refrigerators occasionally, and even Venetian blinds at the windows of a few of the homes.

A good many of the home improvements in the South can be attributed to the work of nearly 400 colored home demonstration agents who have formed 5,066 home demonstration clubs that meet monthly from home to home to witness and take part in home-improvement demonstrations. Extension Service figures indicate that 164,000 rural colored homemakers belong to these clubs.

A few months ago, Bessie Walton, assistant State home demonstration agent of Tennessee, took me into a community near Clarksville, Tenn., that the home agent, Margaret Harlan, had helped the families to completely transform.

During the war, the Army purchased the former farms of these families and converted the area into a permanent fort. When these people bought other farms nearby, Miss Harlan encouraged them to build good homes with modern conveniences. With the exception of only two families, these people followed her advice. They studied the home plans she provided them, took care to select a good site, and hired competent carpenters to help them build.

Home Improvements

There's a bathroom with running water in every one of these homes. In fact, I doubt that there is another rural community in the entire South, except those developed by the Farmers Home Administration, that comes near to equaling this one in all-round home improvements.

But it didn't come easy. Not only did the home agent work hard on the project, but she also mobilized all her volunteer community leaders—farm women who assist her in carrying out the home demonstration program. Well, these leaders became enthusi-



The old and the new—Mrs. Susie Gilmer shows her home demonstration agent and fellow volunteer leaders her new electric range. Left to right are: Isonia Townsend; Mrs. Augusta Richardson; Mrs. Birdie Buckers; Margaret Harlan, home agent; and Mrs. Gilmer, kneeling. The old wood burner will be discarded.

astic about better homes. And I understand that not a man in the community could rest until he had promised to build his family a comfortable home.

I visited one of these leaders, Mrs. Susie Gilmer. She and two of her granddaughters, who are 4-H Clubbers, showed me some of the things they had made for their home. Let me see, there were two home-made satin comforts that were about as neatly done as any you will find in the stores; there were reupholstered and rebottomed chairs; there were stools, rag rugs, bedspreads, swing covers made from burlap bags; and there were pot holders, doilies, and napkins, not to mention quilts and dresses.

In the kitchen, hooked up to REA power, there was a new electric range to replace the old wood burner that was still standing there on three legs and a stack of bricks. Also, there were a refrigerator and modern utensils, including a pressure cooker. And there were more than 200 jars of meats, fruits, and vegetables that had been put up.

Miss Harlan and her volunteer leaders in this community now concern themselves with such niceties as color harmony. After we had visited what I thought was a model home, one of the leaders turned to me and asked if I noticed that the color of the liv-

ing-room rug and that of the draperies clashed.

Although improvements in most communities are not so far advanced, marked progress is being made. I recall visiting a community near Wharton, Tex., a couple of years ago. The colored farmers there had made some extra money in war plants and had used it to buy small farms of their own. Then the women got busy improving their homes.

The home agent got them started with a demonstration on making kitchen cabinets. After the women in the community had made cabinets and painted them, they looked so well that some of the homemakers decided to put a piece of linoleum on the floor to brighten it up. Then they discovered that the old iron stove marred the brightness. This led to the purchase of a stove and a refrigerator.

The improved kitchen showed up the bedrooms and the rest of the house. And this led to new and reupholstered furniture, a new wallpaper and curtains for most of the rooms. It was the "for the want of a nail" in reverse.

Women Using Spare Time

Still, one passing or entering the average Negro home for the first time might be disappointed. But rugs and draperies seem not so important to many a tired farm woman after a long day chopping or picking cotton, or suckering tobacco, especially if she has to make them herself by dim lamplight. And yet the wonder of it is that home demonstration agents have succeeded so well in getting thousands of farm women to do just that after hours in the field or on rainy days when it's too wet to pick or the humidity isn't right for stripping tobacco.

In addition to lack of time and energy, the problem is lack of know-how, family cooperation, money, and a feeling of security which makes for long-range permanent home improvements.

A good many tenant farmers who have only verbal leasing arrangements find themselves moving every year or two. There's not much incentive to fix up a house that you won't be living in next year.

Another deterrent is the one-crop, once-a-year system. Farmers who still follow this pattern seldom can plan ahead because they don't know how they are going to come out until settlement time. The uncertainty makes them consider it foolhardy to spend money for anything beyond the most urgent necessities.

As for lack of family cooperation, many a farmwife says she can't get her husband to do anything about fixing up the house. She says he'll buy

all kinds of tractor attachments recommended by farm magazines or by the county agent but can't find money for a new stove. Some home agents are thinking of inviting men to home demonstration meetings as a possible solution.

Nevertheless, 232,000 rural colored families improved their homes in 1948 and canned 28,000,000 quarts of food. Home agents say that the number of families who are making such improvements is increasing every year.

The Consumer's Dilemma

A short skit given at the Massachusetts Annual Extension Conference to introduce the subject of food marketing education

THE grocery counter as the point of application of consumer food-marketing education was the locale for the skit. A table was tilted to represent the counter, covered with white paper, and the fruits, vegetables, and milk arranged on it. Two clerks were back of the counter arranging the produce, discussing its merits, and wondering why consumers did this and that. They talked over each item in a friendly, informal, almost confidential manner of two clerks talking to each other before the store opened. Once in a while they would turn around and ask the audience to vote on the best buy.

The dialog between the clerks was impromptu and included as much fun as could be thought up on the spur of the moment. Some of the comments had to do with the way people bought their food, and some were on the tricks the grocery uses to get the stuff sold.

Properties included: Five heads of lettuce of varying weights and condition; four bunches of carrots and the equivalent of another bunch without tops being sold at a reduced price because the roots had been separated from the tops; three lots of six oranges of varying sizes; two lots of apples in varying conditions, priced the same; one package of powdered

skim milk, powdered whole milk, one can of evaporated milk, and a quart of whole milk; one package of spinach and an equivalent amount loose; one head of cabbage and one package of so-called vegetable salad; five bunches of celery, one cellophane package, one wrapped package, and three open bunches.

The two clerks were the vegetable gardening specialist, Cecil L. Thomson, and the fruit and vegetable marketing specialist, Frederick E. Cole. They bought the produce at chain stores, making a record of the weights and costs. On items ordinarily bought by the piece, weights were obtained in the store scales. They were just the common run-of-the-mill items. The preparation consisted of inviting in the nutritionist, May E. Foley, Home Demonstration Agent at Large Barbara Higgins, and Economist Ellsworth W. Bell the night before the skit was to be put on and asking them to inspect each item and note its good and poor points and give what they considered the best buy. This fortified the two clerks with all the information and ideas they could use. The skit took half an hour and effectively introduced for discussion the principal problems in consumer education, and everyone had a good time.

"Just Like Us"

(Continued from page 75)

Must "Take Care" of Things

"When I was called by telephone to entertain Mrs. Tilly in my home, I surely was on the spot," says Mrs. Ward Barlow, of Pocahontas County. "I had always said I would have nothing to do with the Germans, but I learned from Mrs. Tilly that they are so willing to try our ways of living.

"Mrs. Tilly was thrilled to know that there was such a thing as a manure spreader. She really gave ours the 'once-over' and remarked that it would be a nice birthday gift for her husband if they made them in Germany!

"What impressed me most about Mrs. Tilly was her earnest belief that Americans could, would, and should set an example of better farming and better farm living for her people back home.

"One thing that I learned from her was that we Americans do not take care of the things we have to work with. She said their ways of farming are 'hard' and ours are 'easy.' How true! They try to make things easier but really and truly don't have things to work with.

"Another thing she taught me is that you can do on less clothing. For example, she had a beautiful blue dress—silk—and she remarked that it was her wedding dress. She explained that it was one you could wear a while on one side until you were tired of it, then just turn it over—and have a new dress. She also had some 'pure silk' nightclothes—the gown and robe were a gift 20 years ago, but they looked like new to me.

"This county as a whole enjoyed having Mrs. Tilly. She visited around our little circle of neighbors, and she attended several farm women's club meetings and one county council meeting. She was trying to learn and remember our ways of conducting meetings.

"There are many things Mrs. Tilly said and did that I will long remember. My children now have an entirely different idea about the German people. After having her in our home, I find that the Germans are eager to come to the United States to get ideas to take home with them to better their ways of farming and living. May

they see in us a shining example, and may we find good in them so we can all have peace and harmony again in this world that God has blessed for us all, regardless of race, color, or country."

Of German Student

Miss Roswitha von Ketelhodt, 26-year-old German student, who is attending West Virginia University for a year's training in home economics, has visited in various farm homes throughout the State. She is studying under a West Virginia Farm Women's Council scholarship.

A native of the rural village of Oberhambach near Heidelberg, she is a graduate of the college of agriculture at Hohenheim, near Stuttgart. When she completes her training at the university, Roswitha hopes to return to Germany to work with rural women. Before accepting the scholarship offered by West Virginia farm women's clubs, Roswitha had worked in the office of the German Farm Women's Association and as a county extension agent for farm women's clubs and youth groups. The West Virginia farm women's clubs have just extended her scholarship for another year.

Before enrolling at the university last fall, Miss von Ketelhodt spent 2 weeks in the farm home of Mr. and Mrs. S. B. Wells, of Washington, Wood County. While there she met with church, farm women's, and youth groups.

This personal contact has given the people of our community a better understanding of the problems that face the German people in their attempt to rehabilitate their country, as well as their attitudes toward us," says Mrs. Wells. "We learned from Roswitha about their methods of farming and why ours will not work well in their small fields.

"Some of our folks who had definite opinions against the project of bringing a student over here were much impressed with Roswitha. Now they've changed their minds, and they are most enthusiastic about her staying here another year. And they want more students brought over. This contact has given us a more personal interest in other countries and raised our horizons in regard to farm visitors from other lands."

One West Virginia farm woman summed it up like this:

"I never realized it before, but the problems of the German women are just the same as ours—only more of them. They are not at all like the Germans we've heard about—they are just like us!

Helping Hand for Consumer

(Continued from page 78)

satisfaction. Through the courtesy of the retail store, numbers were given to each member attending; and at the conclusion of the demonstration numbers were drawn, and those holding a lucky number were given a choice cut of beef.

The consumer education work in Utah is being continued on a State basis and intensified in three urban areas—Salt Lake City, Ogden, and Provo.

To carry on this work and obtain a common understanding of this purpose a meeting was held recently in Provo City at which representatives of the following were invited to participate: Associated Women, Machinist Auxiliary, Car Men Union Auxiliary, Painters Auxiliary, Moose, Adult Education, PTA Council, Women's Council, State relief societies, grocery stores, dairies, fruit cooperatives, and Utah Poultry Association.

These people were invited by personal contact so that an explanation of the program could be given them, and later a letter followed reminding them of the date, time, and place. This letter listed some of the objectives of the program and asked them to come prepared to participate in the discussion. It was interesting to learn the thinking of the various individuals and their attitude toward the support of a consumer education program in their city. As a result of this meeting offers were made by commercial and business people to assist in demonstrations and the furnishing of necessary information to carry on this program.

A similar meeting was held in Salt Lake City which included many social, educational, labor, and civic clubs. Much interest and enthusiasm were shown at this meeting. It is expected that a broad program will be developed in Salt Lake City as a result of this meeting.

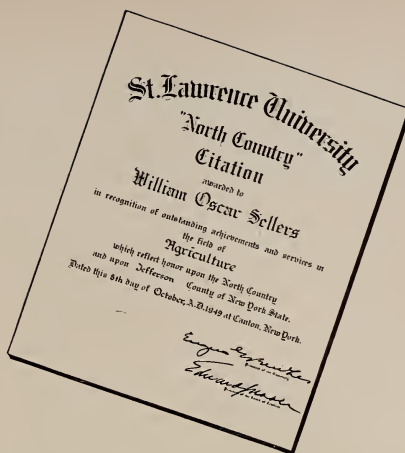
North Country Citations . .

North Country Citations were presented to Bert Rogers (left), 4-H Club agent for St. Lawrence County, N. Y., and Oscar Sellers (right), county agricultural agent for Jefferson County, N. Y., by Edward J. Noble, chairman of the Board of Trustees of St. Lawrence University.

Mr. Sellers' citation credited him with developing a notable program to meet the needs of every type of agriculture, which has united the farmers behind him and will strengthen the cause of forestry and soil conservation.

Mr. Rogers' citation read in part: "His influence on farming and farm living has made him outstanding

among the builders of character and leaders of youth throughout the entire State."



Channels of Communication

(Continued from page 83)

problems in its county and township meetings, and also distributes information through weekly and monthly Farm Bureau publications which reach more than 1,000 farm families. Soil conservation has become the main phase of the county extension-farm bureau program.

The Monona County Beef Cattle Feeders' Association, sponsored an annual tour of farms to demonstrate the profitable use of grades and roughage. Another conservation-minded group is the experimental farm association which, in cooperation with the

State Agricultural Experiment Station and the State Extension Service, is carrying forward a series of demonstrations on a farm near Castana.

In addition to formal organizations, the banks in the county helped to foster the county plow terrace contest by furnishing the prize money and helping take care of expenses. A farm implement firm also assisted in planning and conducting terracing and pasture renovation demonstrations.

Five weekly newspapers in the county published news from the county extension office. During "State Conservation Week" each published a special editorial on soil conservation which had been prepared in

cooperation with the county extension staff. Feature stories on soil conservation are frequently mentioned in the weeklies and in the farm section of the Sioux City Journal—the daily newspaper which most completely covers this territory.

The radio stations which serve Monona County made a special point to announce county-wide meetings dealing with soil conservation. Further provisions were made in 1949 for using wire recordings as a means of featuring local news.

Soil conservation and extension workers have also been giving more attention to "natural" leaders and informal neighborhood associations. New emphasis has been placed on the geographical neighborhood by the formation of legal watershed units in the Little Sioux Watershed Area. Construction work has been completed in the Nepper neighborhood where the "key" individuals were quick to take advantage of available assistance. About 30 other local "natural" groups have been formed or are in the process of formation. Four of them, in which there are parts of 74 farms, had 90 percent of the farms represented by petition at the end of 1948.

This survey showed 28 channels of communication used in Monona County for conservation education. Skillful extension workers who maximize their services understand that each channel has distinctive characteristics with respect to leadership, resources, and functions. They seek to utilize all to the fullest as they teach subject matter. By so doing they accomplish something even more important—they develop people by helping them gain experience in cooperative enterprise.

● In the February Country Gentleman, Jessie Heathman, assistant extension editor in Illinois, tells about the women of Warren County in an interesting article entitled "The World Is Your Neighborhood." The story, a real tribute to the home demonstration program, tells how the Warren County women are learning about their world neighbors and how those neighbors are finding out about life in the United States.

Sabbatical Leave

(Continued from page 86)

was possible to know the other students and their problems, to have a free exchange of ideas and to have more attention from those in charge. All of these things made a rich contribution to my store of knowledge and to my appreciation of people. The fact that class members were from many lands and diversified occupations increased my understanding of world affairs and helped me to see that adult education has a challenge to meet throughout the world. I realize more and more that the Extension Service in this country has a definite contribution to make here and to the rest of the world, especially in its unique local leader system. Courses also served to give me a broader understanding and appreciation of the people with whom I work. Meeting extension people from other States provided the opportunity to learn more about other ways of carrying on toward our common goals."

Margaret Jolley of Point Coupee Parish (County), La., had this to add—

"Sabbatical leave! 'I am eligible; shall I take advantage of it?' This and other questions plagued me for months when I realized that soon I would have earned this opportunity for professional improvement and would receive half of my salary while studying or traveling.

"Uppermost in my mind and in the minds of my extension friends was: 'Can you afford it?' After 6 months at Teachers College, Columbia University, my answer is: 'You can't afford not to!'

"I have heard Ellen LeNoir, our State home demonstration agent, stressing to the home demonstration clubwomen of Louisiana that in the changing world 'We must broaden our horizons.' How can we as extension agents help people to achieve this goal unless we broaden our own experiences? Too many of us have worked year after year in the same county, doing the same things with the same people. We're all conscientious and take too little time out for our own recreational, cultural, educational, and social needs. I could list a number who 'just didn't have time to take

all of my annual leave—couldn't get away.' I've been guilty myself."

Now as to how my sabbatical has helped me: The environment of a graduate school in itself is stimulating. One in New York City is doubly so! I find myself not only more interested but better posted in what's going on in our world community. At Teachers College not only do I have the opportunity to meet, hear, and even study under some of the foremost educators of the day but the city is a mecca for the leaders in world affairs.

Surely I can more intelligently lead the women in studying the United Nations after visiting it myself and actually sitting in on some of the meetings! I can help them to a better understanding of life in other countries after having been associated both in class and socially with people from all over the world.

New York, too, is a center of culture—the Metropolitan Art Museum, the Metropolitan Opera House, Carnegie Hall, Broadway! Whatever my interest or whatever my education may lack, the facilities of the city can fill the bill, and as a result I am a better-rounded individual. It is a center, too, for the clothing industry, foods, house furnishings—all the fields dear to the heart of the home economist.

I won't elaborate on subject matter, new developments in the field, exchange of ideas with people in one's own profession and in others, and the probable financial advantage of an advanced degree—all these have been touched on by the others.

I would like, however, to add a practical note. Here you can live as economically as you like. Students more often than not have to live on a strict budget. Having meals in the school cafeteria, wearing your old clothes, and attending all of the free events the city has to offer will not be amiss, nor will you be alone in your economy. Yet for those who can afford more it's easy to find ways of spending your savings to the best advantage. Of one thing I am sure: "If an extension worker has the opportunity for a leave and can conveniently take it, she owes it to herself and to her work to do so. 'She can't afford not to.'"

For the Student in Housing

The University of Illinois now offers a master's degree in home economics with a major in housing. Among the courses offered of interest to an extension worker are the home economics course in home-management problems and an engineering course on farm-home planning in relation to function. The latter course is taught by Prof. Deane G. Carter. Other resources on this campus are the Small Homes Council, an information and research agency developing and coordinating research by various units of the university. The Institute of Home Heating, which in 1940 instituted investigations dealing with all forms of steam and water heating except panel heating, is directed by the Engineering Experiment Station and makes their work accessible to the students.

The Office Conference

(Continued from page 87)

An unwritten rule in our office is that if an emergency arises, an informal conference is in order. It may call for a brief consultation of all or just the agents involved. It is usually held early in the morning just after the mail is opened and before the day begins. There is no stronger morale builder than help just when it is needed. There are times in every extension office when these informal conferences must replace regular conferences. Flexibility is a good thing when not overworked.

The daily check-up with the assistant office secretary as an agent leaves the office is a good follow-through from the office conference and places her in a position to further good public relations, because she can inform the public of the agents' whereabouts.

Regular office conferences are the key to systematic organization of work and for maintaining both good public relations and good office relations.

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Chemical Keeps Clothes Cleaner

The work of Monday washday may soon be lightened for the American housewife by the use of a simple, inexpensive chemical in the rinse water each time the clothes are washed. After this chemical—a white powder known as “CMC” (carboxymethyl cellulose)—is used once, much less soap is required to wash the fabrics clean. If about one-quarter of 1 percent of CMC is used in the rinse, fabrics acquire a soil resistance with little or no change in the feel of the fabric. In experiments conducted at the Institute of Textile Technology (under contract by the Bureau of Agricultural and Industrial Chemistry), fabrics rinsed in 1-percent CMC were three to four times as resistant to soil as untreated fabrics. They also washed easily to their original state of whiteness, whereas the untreated fabrics could not be washed cleaner than a dull, dirty gray. When the CMC is applied as a rinse and dried, it appears to coat the fibers with a smooth film which keeps the dirt from coming in close contact with the fibers, making the dirt more easily removed on subsequent washing.

More Water, More Hay, More Milk

How to keep up milk production in our dairy herds during the hot summer months is a problem as old as the dairy industry itself. And we've been telling famers for a long time—many of them already knew it from experience—that one good way is to provide the cows with plenty of cool water to reduce excessive body heat which limits feed intake and milk production. Recent research has proved that the

old chestnut was sound. ARA scientists studying the effects of environment on animals at Columbia, Mo., last summer were particularly impressed by the ratios of water to hay consumption and to milk production. They found the extra water required by a high-producing cow to be approximately in proportion to her extra feed consumption. Up to 80° F. the ratio of about 4 pounds of water to 1 pound of milk increased slowly, but beyond that temperature it increased faster, reaching at 100° F. a ratio as high as 26 pounds of water to 1 pound of milk.

New Cranberries Named for Scientists

Three new cranberry varieties—the first ever to come from fruit-breeding work—have been announced. They have been named Stevens, Wilcox, and Beckwith, in honor of plant scientists whose studies have contributed to the improvement of the cranberry crop. All three varieties are productive and have larger berries than usual. The Wilcox shows high resistance to feeding by leafhopper, which spreads the false-blossom virus. The Stevens produces berries with unusually good gloss and color and is resistant to break-down. Its vigorous vines do especially well on thin bogs. Berries of the Beckwith are borne high on long uprights, which makes them easy to harvest by scooping. This variety rated highest in flavor tests of sauce made from the new and from well-known varieties. The three new varieties also have the advantage of maturing at different times—the Wilcox ripens just after Labor Day, the Stevens about 3 weeks later, and the Beckwith early in October.

Chlordane Ousts Cattle Lice

Chlordane may be the answer to the cattleman's prayer for a simple and cheap method of ridding his herds of lice. Cattle heavily infested with lice may develop serious anemia, and present methods of control, which require more than one treatment, are costly and time-consuming. Last spring in New Mexico our scientists sprayed a 0.5-percent suspension of chlordane on 8 cows and 7 young calves, all heavily infested with the short-nosed and long-nosed cattle louse. They checked these animals for 54 days and found not a single live louse. They then sprayed a larger herd of 60 head and found no live lice during 45 days. Earlier pen experiments showed that 0.5-percent chlordane suspensions destroyed all lice on cattle in less than 8 hours, were nonirritating, relatively inexpensive, and that single applications were nontoxic to newborn calves. If further tests prove there are no serious hazards from the use of chlordane, this single-treatment method would be a boon to cattlemen in all stock-raising areas of the country.

No More Old-Fashioned Bean Hulling

Farm families can save both time and labor in shelling peas and beans for canning and freezing in community canneries with a new-type sheller developed by Agricultural Research Administration engineers. The new machine shells peas and beans at the rate of 200 to 300 pounds of pods an hour, in contrast to 10 pounds an hour possible by hand shelling. The machine is now being manufactured in quantity.

About People...



● **ROBERT A. DYER**, Columbia (N. Y.) County 4-H Club agent, was honored at a surprise party last fall. The occasion marked two decades of club work by Agent Dyer in Columbia County. 4-H executive committee members, leaders, club council members, office secretaries, and extension folks from neighboring counties attended.

● **HOPE MOODY** has gone from Maine to Wyoming to accept the position of Campbell County home demonstration agent. Before joining the Maine staff, Miss Moody taught home economics 4 years, 1 year in California.

● As **JOHN V. HEPLER** of the Office of Foreign Agricultural Relations prepared to take off on his new assignment as extension adviser in the Philippine Islands, he showed us his future field of work as represented on the map. From Kansas county agent to this "Point IV" type of assignment in the East is Mr. Hepler's record during a 32-year extension career. He has served in county, State, and Fed-

● A former 4-H boy was recently elected to the position of director of the Wisconsin State Department of Agriculture and Markets. He is **DONALD MCDOWELL** who was enrolled in 4-H work for 10 years. His mother was a local club leader for many years.

● An editorial in the Birmingham News-Age-Herald recently cited Tom Campbell for his outstanding work: "Only city folks have to be told who **TOM CAMPBELL** is. His name is known all over the rural South to both white and Negro farmers, for he has done a tremendous service to the agriculturists of his race."

eral positions in Kansas, New Mexico, South Dakota, and Washington, D. C. For three years he has been head of OFAR's Extension and Training Division, working largely in the field of agricultural cooperation with Latin American countries.

Mr. Hepler left on his new assignment in February. Mrs. Hepler and their daughter will join him in Manila this summer.

● County Home Demonstration Agent **CLARA PRATT** says that club women in Lubbock County, Tex., have made a big business of aluminum trays. Training in the making of the trays was given to club leaders, and they in turn gave the demonstration to their clubs. Today Miss Pratt estimates that 200 women have made trays.

● **DR. RUBY DEAN HARRIS** has been appointed to the California Extension staff as specialist in child development and parent education. Dr. Harris is an authority in the field of child guidance. A graduate of the University of Missouri, she holds advanced degrees from Columbia and Stanford Universities.

● Recently, Richard Spinn, county judge in Washington County, Tex., wrote D. L. Weddington, extension executive assistant at College Station, requesting reconsideration of the approaching retirement of **LEA ETTA LUSK**, Negro home demonstration agent. In high and sincere praise of Miss Lusk's service to the farm women of Washington County, Judge Spinn wrote: "In behalf of the citizens of Washington County and our own Commissioners Court, I would like to request—and even beg—that Lea Etta Lusk be permitted to continue working as our county home demonstration agent. She has done so much good work, and our citizens have such utmost faith and confidence in her work with her people, that it would be too much of a loss to be deprived of her services at this time."

● **MARGARET CLARK**, Johnston County home demonstration agent for the past 4 and a half years, has been appointed assistant State 4-H Club leader in North Carolina.



Have you read . . .



RURAL AMERICA AND THE EXTENSION SERVICE. Edmund deS. Brunner and E. Hsin Pao Yang. Bureau of Publications, Teachers College, Columbia University, New York, N. Y. 1949. 210 pp.

• It is well for extension workers to have their work commented upon occasionally by those who are in position to know about it but who are not actually members of the Extension Service. Dr. Yang and Dr. Brunner are in such position. Dr. Yang, as a Chinese student here, had some extension responsibilities in his own country. Dr. Brunner, of Teachers College, Columbia University, once served as an assistant agent for a short period, has had some 800 extension workers as students, has participated in many county, State, and national extension activities, including membership on the Joint U. S. D. A.-Land-Grant College Committee which prepared the recent Report on Extension Programs, Policies, and Goals.

The authors give an excellent review of early extension history, treat extension organization rather effectively, and discuss problems of program relationships understandingly, using many quotations from recognized extension authorities. Occasional sentences show incomplete understanding of some Federal-State relationships. The chapter on Principles of Extension Work is well done. The chapter on Programs and Program Planning contains a good list of eight principles that apply to methods Extension uses in planning its program. The part the social sciences play in extension work is particularly well treated.

Natural scientists will probably feel that their interests have not received adequate coverage although their contributions are not overlooked. The people's part in program planning is

emphasized, including the importance of considering social values and culture patterns. Suggestions which will be most useful to the experienced extension worker will be found in the chapter on Evaluation of Extension Work Today and Tomorrow.

The book will probably find its greatest use in undergraduate training courses and with students and other persons, such as foreign extension workers, desiring to know about extension work in a general way.

Rural America and the Extension Service is a worth-while contribution to extension literature.—*Karl Knaus, Field Agent (County Agent Work) Central States.*

THE WESTERN RANGE LIVESTOCK INDUSTRY. By Marion Clawson. 401 pp. McGraw-Hill Book Co., Inc. New York, N. Y. 1950.

• County extension agents and certain specialists in the 17 Western States will find this book a gold mine of information. The author, Marion Clawson, is director of the Bureau of Land Management, U. S. Department of the Interior. He is well-acquainted with the area, having lived in the West more than 40 years.

Mr. Clawson states his book is intended primarily as a college textbook. It is replete with references around every point of importance. In fact, bringing together the rich resource material available in this field represents one of the major contributions of the book.

The book does not treat ranch operations from a how-to-do-it standpoint but rather draws economic factors affecting the industry under one cover. Also treated is the importance of the range industry to the Nation and public policies which must be considered. Chapters on climate, plant cover, landownership, cattle, and sheep ranches are practical. Extension agents and specialists working

with ranchers in the Western States will appreciate the treatment of public range-land administration, including the setting of fees for grazing.

Although not an elementary treatment of the subject, Mr. Clawson's book should give much satisfaction to those who know something of the range country and who work with producers and families of the area.—*Fred Jans, field agent, Western States.*

CHILDREN ARE OUR TEACHERS.

Children's Bureau Publication No. 333. Marion L. Faegre, Consultant in Parent Education, Division of Research in Child Development, Federal Security Agency, Social Security Administration, Children's Bureau, 1949. 27 pp.

• The Children's Bureau has just released Children Are Our Teachers, a new bulletin prepared by Mrs. Marion Faegre, consultant in parent education. Mrs. Faegre has revised a number of the Bureau's popular publications and last year prepared the new one in the series, Your Child from 6 to 12. Now comes a sequel which is an outline and suggestions for group study to be used with the bulletin.

"Thoughtful, planned observation of our children is one of the best means by which we can progress toward a better understanding of them" is the opening statement. Then follow complete plans for nine discussion meetings with well-developed reference lists. In the last half of the bulletin are given suggestions for conducting and organizing group study under the topics: What are the aims of group study? The Discussion Group; Organizing a Study Group; Responsibilities of Group Members; The Leader's Role; Helping the Discussion Along; What Committees Are Necessary? When Is the Best Time to Meet? Length of Meeting; Number of Meetings; Frequency of Meetings; Planning the Program; Some Ways of Enlivening Group Discussion; Analyzing the Group's Behavior and Accomplishment; and Discussion of Fiction and Biography.

This section will be helpful in planning many kinds of extension meetings. The bulletin may be obtained for 15 cents from the Government Printing Office.—*Lydia Lynde, Extension Specialist in Parent Education.*

FOOD and PEOPLE . . .

A World-Wide Discussion Program

How do the people of other parts of the world eat? Why don't they buy more of our surplus food? Can the world produce enough food to feed its people? What is our role in helping meet the world's need for food?

Those questions are vital to world peace, to our country, to our communities.

They are challenging questions for discussion at the 4-H, home demonstration, farm, business, and many other meetings in your community and at countless neighborly discussion groups.

The Food and People Discussion Guide, a pamphlet on our role in feeding the world, and other background material prepared by UNESCO, FAO, and cooperating governments will provide each of you, as extension agents, with much factual discussion material you can put in the hands of the proper local groups and leaders. We know that you will find many ways to put this material to work toward better understanding locally of the world-wide food and people problem. State Extension offices have further background material.



Help the people get the facts—They'll do the rest!